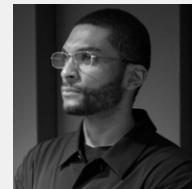


# KENNY HERTHE

CREATIVE STRATEGIST



 [kennyherthe.com](http://kennyherthe.com)

 [kennyherthe@gmail.com](mailto:kennyherthe@gmail.com)

 +33640306332

 Paris / EU

## PROFILE

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Critical and creative thinker with 7+ years of professional experience specializing in brand image for luxury and artistic industries looking to drive innovative projects.

## ARTS | CULTURE & BRAND STRATEGY

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### **Self employed, ([link to profile](#))**

**Creative Strategy Consultant & Art Curator - Freelancer**

*Since October 2023*

Strategic Consulting, Creative Direction & Development, Project / Event Management. Prod : [Visore Lab](#)

Clients : PUIG, KCD, Dior, communication agencies, ...

### **Snap Collective Publishing,**

**New Business Developer (Visual Arts) - Freelancer**

*Since September 2023*

Artistic competitive intelligence and market research, Production PM (8-10 /month), Artists advising, Book promotion

## PROJECT MANAGEMENT

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### **IWD Retail Software,**

**Studio Production Project**

**Manager -**

**Apprenticeship**

*January 2021 - January 2023*

Multi-project management (4-5 projects concomitantly), Creation of internal processes and training documents, Brief and quality control on the creative work

### **COTY - Gucci Fragrances,**

**Global Merchandising Project**

**Manager -**

**Internship**

*Spring 2023*

Briefing of the agency for guidelines creation, Coordination with other departments (Retail Education, Marketing,...) to prepare retailers' docs

## WHOLESALE

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### **Burberry Showrooms - Paris &**

**London , Visual Merchandiser & Showroom Assistant - Temporary contract**

*May 2019 - March 2020*

Showroom set up & repack : VM guidelines application, stock management, transfert to HQ Supported commercials during sales : proposition of alternative product, looks creation, model dresser

## EDUCATION

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### **ESSEC Executive Education,**

Innovative Brand & Digital Marketing Strategies - Luxury Industry

*October - November 2026*

### **EIML Paris**

Master in Luxury Strategy Marketing & Merchandising (validated with honors),

*September 2021 - September 2023*

### **ENACO, Online Business School**

European Bachelor in Merchandising and Commercial Management,

*June 2020 - June 2021*

## SKILLS

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### **Languages**

English : fluent (TOEIC : 920)

French : mother tongue

Spanish , German : beginner

### **Softwares**

Pack Office (ICDL validated)

Photoshop / InDesign

AI tools

Asana / Monday

### **Soft Skills**

Strategic thinking

Fast learner

Analytical mind

Autonomy

## RETAIL

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### **Mango, Visual Merchandiser**

**Assistant / Supply Planner at Paris Opera - Permanent contract**

*Nov. 2018 - January 2019*

Ensuring the coordination between the field and stock,

VM : weekly rotation, cross-selling, product animation, zooming

### **Pull & Bear (Inditex), Coordinator**

**Visual Merchandiser Assistant at Levallois - Permanent contract**

*May 2017 - April 2018*

In charge of the overall image of the store, Increased shoes' section sales, Management of 10 people